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SC State Museum Commission
Annual Accountability Report
1994-95

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Budget & Control Board
OFFICE OF STATE BUDGET

#95

ANNUAL ACCOUNTABILITY REPORT
of the
SOUTH CAROLINA MUSEUM COMMISSION
Fiscal Year 1994-95

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STATE DOCUMENTS

MUSEUM COMMISSION, FY 95

Mission Statement

The South Carolina State Museum is a public, non-profit educational institution whose purpose is:

- 1) to educate and inspire young people, citizens of the state and out-of-state visitors with an understanding and appreciation of the state's heritage and culture;
- 2) to serve as a complementary resource for the state's educational system and as a tool for economic development; and
- 3) to assist other museums in the state.

In order to accomplish these ends the State Museum shall collect, preserve and share objects representative of the state's natural history, cultural history, science and technology, and art and shall exhibit and interpret those collections in a stimulating and entertaining manner to provide educational experiences for people of all ages.

PROGRAM NAME - Collections and Interpretation**PROGRAM GOAL:**

The primary mission of the Collections and Interpretation Department is to acquire, preserve and interpret culturally and scientifically significant objects related to the natural history, cultural history, art, science and technology of South Carolina. The department performs research to identify, authenticate, and document the collections; creates and maintains registration and catalog records on the objects, performs conservation treatments on the collections, and develops exhibit themes, story lines, and descriptive text to interpret the collections for the public. It also approves and handles all incoming and outgoing loans of collections.

PROGRAM OBJECTIVES:

To enter backlogged collections data into the SNAP computerized cataloging system at an average rate of 100 objects per week throughout FY 1994-95.

To reorganize museum storage areas to accommodate future growth of collections; to evaluate collections and recommend to the commission the deaccessioning of duplicate, damaged, and non-pertinent items.

PERFORMANCE MEASURES:Outcome Measures:

- Rate of data entry exceeded 100 items per week. By end of fiscal year, cataloging backlog had been eliminated.
- Storage areas were extensively reorganized. Number of objects deaccessioned in 1994-95: 89

Workload Measures:

- Number of accessions acquired in year. (An accession is one object or a group of objects acquired from a single source at one time): 128
- Number of objects acquired in year: 890
- Number of objects catalogued in year: 890

**PROGRAM NAME - Collections and Interpretation, Educational
Programs Division**

PROGRAM GOAL:

The goal of the Educational Programs Division is to develop, implement, and evaluate all the State Museum's educational programming in art, natural history, science and technology, and cultural history for South Carolina students in both private and public schools.

PROGRAM OBJECTIVES:

To complete planning phase for future Discovery Room by October 31, 1994; to secure funding commitment by June 30, 1995.

To develop one new educational program each for NatureSpace and Science Discovery Theatre by June 30, 1995.

To develop programs and activities in conjunction with ETV for the "Magic School Bus" by October 8, 1994.

PERFORMANCE MEASURES:

Outcome Measures:

- Planning phase for Discovery Room completed on schedule. Funding was not approved in 1995-96 budget. Agency has requested funding for 1996-97. State Museum Foundation has raised \$45,000 of the \$60,000 in capital funds needed to develop the Discovery Room.
- Two new programs for schoolchildren were developed:
 "Colors of the Rainbow" for Science Discovery Theatre
 "Create a Critter" for NatureSpace
- Programs and activities were ready on schedule. "The Magic School Bus" was offered Oct. 8 - Dec. 31, 1994

Workload Measures:

- Number of programs revised and developed for the school-visit program: 9
- Number of students scheduled for NatureSpace and Science Discovery Theatre: 4,795
- Number of thematic lessons available and number of students served by thematic lessons: Lessons, 18; Students, 6,196
- Number of school-group bookings per year, all programs: 1,266.

PROGRAM NAME - Exhibits**PROGRAM GOAL:**

The Exhibits Department designs, constructs, and installs both temporary and long-term exhibitions, and it provides graphic design and production support to all other departments and divisions of the museum. The goal is to produce exhibitions and publications that convey accurate and educationally sound interpretation of the museum's four disciplines through designs and exhibition concepts that are appropriate to the subject matter and pleasing to the visitor.

PROGRAM OBJECTIVE:

To develop and install ten changing exhibitions during FY 94-95 and to reach designated milestones in the development of ten long-term exhibits, as stated in the museum's 1994-95 Action Plan.

PERFORMANCE MEASURES:Workload Measures:

- Number of square feet of changing exhibitions installed during year: 67,498 sq. ft.
- Number of square feet of long-term exhibits installed during year: 4,100

Outcome Measures:

- Number of changing exhibitions installed.

Result: Ten (10) completed and seven (7) additional exhibitions added during year and completed; 17 total projects completed.

- Number of long-term exhibits completed.

Result: Four and one half (4 1/2) exhibit projects completed; two (2) postponed. New projects added during year: 249, of which 168 were completed. (Note: many of these projects are not deadline driven but are completed when workload permits.)

PROGRAM: Education Administration, Group Visit Division

PROGRAM GOAL:

The Group Visit Division administers the delivery of educational programs and services to students and teachers.

PROGRAM GOAL:

Workload Measures:

- Number of school group bookings for FY 94-95: 1,266
- Number of students served for FY 94-95: 55,984

PROGRAM: Education Administration, Volunteer Services

PROGRAM GOAL:

The Volunteer Services Division serves the museum by providing volunteer support for the museum program needs and other requests on an as needed basis.

PROGRAM OBJECTIVE:

To recruit and train new volunteer class in 1994-95

PERFORMANCE MEASURES:

Outcome Measures:

- Number of new volunteers recruited and trained in FY 94-95: 30

PROGRAM - Public Information and Marketing Division, Public Programs Office

PROGRAM GOAL:

The Public Programs Office is responsible for the planning and development of entertaining educational programs for the general public that are related specifically or thematically to the changing and long-term exhibits at the State Museum.

PERFORMANCE MEASURES:

Workload Measures:

- Number of programs developed and offered per year: 75

Efficiency Measures:

- Cost per program participant (in pre-registration type programs): \$1.31

Outcomes:

- Total number of participants: 7,513
- Average number of participants per program: 100

PROGRAM NAME - South Carolina State Museum Store/Cotton Mill Exchange

PROGRAM GOAL:

The Cotton Mill Exchange provides financial support to the museum by profitably selling quality merchandise that extends the educational mission of the museum.

PROGRAM OBJECTIVE:

To facilitate sales to school groups by providing pre-packaged bags of merchandise, starting with school visits in the fall of 1994.

Workload Measures:

- Number of staff hours needed to operate retail store per year:

Full-time	3,900
Part-time	3,785
Volunteer	<u>1,614</u>
TOTAL	9,299

Outcome Measures:

- Total sales: \$415,070
- Sales per museum visitor per year (to include school groups and Friends members): \$2.34
- Sales per square foot of retail space per year: \$138.69
- School bag program implemented on schedule. Total bags sold that year, approximately 500.

PROGRAM - Field Services Office**PROGRAM GOAL:**

The Field Services program furnishes professional and technical assistance and provides traveling exhibits to museums within South Carolina.

PROGRAM OBJECTIVES:

- To maintain present Traveling Exhibit Program by retiring old exhibits, acquiring at least three new exhibits and providing information for users by June 30, 1995.
- To offer four professional development workshops during FY 1994-9
- To implement the IMS Professional Services grant to plan a state-wide museum computer database by October 1, 1994.

PERFORMANCE MEASURES:Workload Measures:

- Number of consultancies conducted per year: 120
- Number of site visits conducted per year: 45
- Number of training activities provided per year: 4
- Number of traveling exhibits available per year: 18
- Number of traveling exhibit bookings per year: 42

Efficiency Measures:

- Cost of formal training activities per participant: \$35 (average of four per year)
- Number of workshop participants relative to capacity: 95%

Outcome Measures:

- Four exhibits retired and four new ones added during the year.
- Five professional development workshops were offered.
- State-wide computer data base of museums initiated in October 1994 by a comprehensive survey of computer systems used by in-state museums. Project is still on-going, funded by Institute of Museum Services, a federal agency.
- Number of South Carolina counties served in 1994-95: 39



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